



WXYZ

ORDER

Print Date 11/02/12 Page 1 of 2

Flight Dates **11/01/12-11/05/12**

Contract / Revision **316488 /**

Original Date / Revision
10/31/12 11/01/12

Advertiser **60 Plus Association**

Agency **Mentzer Media**

Buying Contact

**600 Fairmont Avenue - Suite #306
Towson, MD 21204**

Product
60 Plus Association

Agency Com 15%

Billing Contact

**600 Fairmont Avenue - Suite #306
Towson, MD 21204**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **94**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority FX

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share 25% Market Value 102000

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WADL	%	0
WDIV	25%	25500
WDWB	%	0
WJBK	25%	25500
WKBD	%	0
WLPC	%	0
WPXD	%	0
WTVS	%	0
WWJ	25%	25500

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
November 2012	6	\$21,675.00	\$25,500.00	0.00
Totals	6	\$21,675.00	\$25,500.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/29/12	11/05/12	6	\$21,675.00	\$25,500.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WXYZ	11/02/12	11/05/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	M--F--	:30	2	\$4,250.00	FX	0.00	NM	2	\$8,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/02/12	11/08/12	M--F--			2		\$4,250.00		0.00				
N 2	WXYZ	11/02/12	11/05/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	M--F--	:30	2	\$3,500.00	FX	0.00	NM	2	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/02/12	11/08/12	M--F--			2		\$3,500.00		0.00				
N 3	WXYZ	11/02/12	11/05/12	5p News 5-6pm M-F	CM	5-6pm M-F	M--F--	:30	2	\$5,000.00	FX	0.00	NM	2	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				



WXYZ

Print Date: 11/02/12

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Contract / Revision **316488** Flight Dates **11/01/12-11/05/12**

Hiatus Dates

Original Date / Revision 10/31/12/ 11/01/12

Order Sep 00:20:00

Advertiser **60 Plus Association** Product **60 Plus Association**

Estimate # **94**

													<u>Totals</u>		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount	
N 3	WXYZ	11/02/12	11/05/12	5p News	CM	5-6pm M-F	M--F--	:30	2	\$5,000.00	FX	0.00 NM	2	\$10,000.00	
				5-6pm M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/02/12	11/08/12	M--F--	2		\$5,000.00		0.00						
													Totals	6 \$25,500.00	